

|   | Type | Ref # | Hits | Search Text   | DBs                       | Time Stamp          |
|---|------|-------|------|---|---------------------------|---------------------|
| 1 | BRS  | S1    | 1484 | 705/10.ccls.  | US-PGPUB; USPAT           | 2005/01/14<br>08:37 |
| 2 | BRS  | S2    | 133  | S1 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/10<br>07:07 |
| 3 | BRS  | S6    | 4    | S3 and S4 and S5  | US-PGPUB; USPAT           | 2005/01/10<br>07:08 |
| 4 | BRS  | S3    | 12   | S2 and packaging  | US-PGPUB; USPAT           | 2005/01/10<br>07:09 |
| 5 | BRS  | S4    | 35   | S2 and advertising  | US-PGPUB; USPAT           | 2005/01/10<br>07:11 |
| 6 | BRS  | S5    | 57   | S2 and marketing  | US-PGPUB; USPAT           | 2005/01/10<br>07:17 |
| 7 | BRS  | S7    | 249  | (pack adj ship)   | US-PGPUB; USPAT           | 2005/01/10<br>07:17 |
| 8 | BRS  | S8    | 56   | S7 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/10<br>07:17 |
| 9 | BRS  | S9    | 42   | ("3011621"   "3731782"  <br>"4181947"   "4385859"  <br>"4501528"   "4527937"  <br>"4542808"   "4656591"  <br>"4672553"   "4835702"  <br>"5018073"   "5220511"  <br>"5230205"   "5271703"  <br>"5322406"   "5363310"  <br>"5454688").PN. OR<br>("5720157").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/10<br>07:20 |

|    | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|------|--|---------------------------|---------------------|
|    |      |       |      | ("3173557"   "3734264"  <br>"4484733"   "4683708"  <br>"4959795"   "5007521"  <br>"5025610"   "5103617"  <br>"5113639"   "5414974"  <br>"5430994"   "5630309"  <br>"5706632"   "5720157"  <br>"6000200"   "6006491").PN. OR<br>("6269609").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/10<br>07:22 |
| 10 | BRS  | S10   | 17   |  |                           |                     |
| 11 | BRS  | S11   | 9    | ("4683708"   "4790119"  <br>"5025610"   "5099633"  <br>"5113639"   "5189863"  <br>"5414974").PN. OR<br>("5706632").URPN.   | US-PGPUB; USPAT;<br>USOCR | 2005/01/10<br>07:26 |
| 12 | BRS  | S12   | 4048 | product adj packaging  | US-PGPUB; USPAT           | 2005/01/10<br>07:26 |
| 13 | BRS  | S13   | 1312 | S12 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/10<br>07:27 |
| 14 | BRS  | S14   | 140  | S13 and (marketing advertising)  | US-PGPUB; USPAT           | 2005/01/10<br>07:27 |
| 15 | BRS  | S15   | 4    | ("5076433"   "5449179").PN. OR<br>("5806852").URPN.  | US-PGPUB; USPAT;<br>USOCR | 2005/01/10<br>07:33 |
| 16 | BRS  | S16   | 31   | Quad/Graphics.as.  | US-PGPUB; USPAT           | 2005/01/10<br>07:44 |
| 17 | BRS  | S17   | 34   | Graushar.in.   | US-PGPUB; USPAT           | 2005/01/10<br>07:46 |
| 18 | BRS  | S18   | 406  | 53/411.ccls.   | US-PGPUB; USPAT           | 2005/01/10<br>07:48 |
| 19 | BRS  | S19   | 294  | S18 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/10<br>07:49 |

|    | Type | Ref # | Hits | Search Text   | DBs             | Time Stamp          |
|----|------|-------|------|---|-----------------|---------------------|
| 20 | BRS  | S20   | 21   | S19 and (advertising marketing)                     | US-PGPUB; USPAT | 2005/01/10<br>07:49 |
| 21 | BRS  | S21   | 218  | S53/445/.ccls.                                      | US-PGPUB; USPAT | 2005/01/10<br>07:52 |
| 22 | BRS  | S22   | 143  | S21 and @py<"1999"                                  | US-PGPUB; USPAT | 2005/01/10<br>07:52 |
| 23 | BRS  | S23   | 9    | S22 and (marketing advertising)                     | US-PGPUB; USPAT | 2005/01/10<br>07:52 |
| 24 | BRS  | S24   | 608  | trading adj cards                                   | US-PGPUB; USPAT | 2005/01/11<br>06:55 |
| 25 | BRS  | S25   | 175  | S24 and @py<"1999"                                  | US-PGPUB; USPAT | 2005/01/11<br>07:50 |
| 26 | BRS  | S31   | 0    | pen adj promotion                                   | US-PGPUB; USPAT | 2005/01/11<br>06:57 |
| 27 | BRS  | S32   | 3197 | cigarette and packaging                             | US-PGPUB; USPAT | 2005/01/11<br>07:13 |
| 28 | BRS  | S33   | 3197 | cigarette and packaging                             | US-PGPUB; USPAT | 2005/01/11<br>07:13 |
| 29 | BRS  | S34   | 1838 | S33 and @py<"1999"                                  | US-PGPUB; USPAT | 2005/01/11<br>07:13 |
| 30 | BRS  | S35   | 102  | S34 and (advertising promotion<br>reward marketing) | US-PGPUB; USPAT | 2005/01/11<br>07:39 |
| 31 | BRS  | S36   | 1    | S34 and (random near4 (image<br>icon color))        | US-PGPUB; USPAT | 2005/01/14<br>09:55 |
| 32 | BRS  | S37   | 1    | S34 and (random near5 (image<br>icon color))        | US-PGPUB; USPAT | 2005/01/11<br>07:40 |
| 33 | BRS  | S38   | 5    | pen adj advertising                                 | US-PGPUB; USPAT | 2005/01/11<br>07:41 |
| 34 | BRS  | S39   | 5    | pen adj engraving                                   | US-PGPUB; USPAT | 2005/01/11<br>07:43 |

|    | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|------|--|---------------------------|---------------------|
| 35 | BRS  | S40   | 1    | custom adj pen   | US-PGPUB; USPAT           | 2005/01/11<br>07:43 |
| 36 | BRS  | S41   | 3    | bazooka and bubble adj gum   | US-PGPUB; USPAT           | 2005/01/11<br>07:43 |
| 37 | BRS  | S42   | 608  | trading adj cards  | US-PGPUB; USPAT           | 2005/01/11<br>07:45 |
| 38 | BRS  | S43   | 175  | S42 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/11<br>07:45 |
| 39 | BRS  | S44   | 44   | S43 and (packaging promotion<br>advertising reward)  | US-PGPUB; USPAT           | 2005/01/11<br>07:45 |
| 40 | BRS  | S45   | 57   | fortune adj cookie   | US-PGPUB; USPAT           | 2005/01/11<br>07:54 |
| 41 | BRS  | S46   | 277  | S33 and (random and (images<br>text icon color))   | US-PGPUB; USPAT           | 2005/01/11<br>07:57 |
| 42 | BRS  | S47   | 1    | S33 and (cigarette adj paper)<br>near (printing advertising<br>marketing image text)   | US-PGPUB; USPAT           | 2005/01/11<br>08:01 |
| 43 | BRS  | S48   | 55   | random and packaging and<br>(trading adj cards)  | US-PGPUB; USPAT           | 2005/01/11<br>08:01 |
| 44 | BRS  | S49   | 11   | ("4007868"   "4224364"  <br>"4559729"   "4671406"  <br>"4829691"   "5147041"  <br>"5186566"   "5351851"  <br>"5363964"   "5503274"  <br>"5522163").PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:02 |
| 45 | BRS  | S50   | 1    | ("6206190").URPN.  | USPAT                     | 2005/01/11<br>08:03 |

|    | Type | Ref # | Hits | Search Text   | DBs                       | Time Stamp          |
|----|------|-------|------|---|---------------------------|---------------------|
| 46 | BRS  | S51   | 19   | ("4861632"   "4926296"  <br>"5067063"   "5268827"  <br>"5365686"   "5480156"  <br>"5545069"   "5567054"  <br>"5641164"   "5671555"  <br>"5676451"   "5833070"  <br>"5841878"   "5860724"  <br>"5874155"   "6050010"  <br>"6205690"   "6292780"  <br>"6298990").PN. OR<br>("6640474").URPN.    | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:04 |
| 47 | BRS  | S52   | 21   | ("3691312"   "3798806"  <br>"3857191"   "4531310"  <br>"4551114"   "4607747"  <br>"4703573"   "4791741"  <br>"4807294"   "4866865"  <br>"4934079"   "4969197"  <br>"5010665"   "5030485"  <br>"5031222"   "5063698"  <br>"5182872"   "5196755"  <br>"5275285"   "5433035"  <br>"5480156").PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:05 |

|    | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|------|--|---------------------------|---------------------|
| 48 | BRS  | S53   | 24   | ("20020155893"   "5026058"  <br>"5411259"   "5517336"  <br>"5533124"   "5617119"  <br>"5689561"   "5743801"  <br>"5748731"   "5810666"  <br>"5825892"   "5902353"  <br>"5933798"   "5940595"  <br>"5956877"   "5959281"  <br>"5974548"   "5982736"  <br>"6082774"   "6200216"  <br>"6256398"   "6309690"  <br>"6332031"   "6449377").PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:07 |
| 49 | BRS  | S54   | 4611 | random and product and printing<br>and packaging   | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:08 |
| 50 | BRS  | S55   | 861  | S54 and ((trading adj cards)<br>cigarette gum)   | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:08 |
| 51 | BRS  | S56   | 138  | S55 and @py<"1999"   | US-PGPUB; USPAT;<br>USOCR | 2005/01/11<br>08:09 |
| 52 | BRS  | S57   | 3    | banner adj ad adj rotation   | US-PGPUB; USPAT           | 2005/01/12<br>06:59 |
| 53 | BRS  | S58   | 2    | (banner adj ad).ti.  | US-PGPUB; USPAT           | 2005/01/12<br>07:00 |
| 54 | BRS  | S60   | 0    | S59 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/12<br>07:00 |
| 55 | BRS  | S59   | 73   | (internet and advertising).ti.   | US-PGPUB; USPAT           | 2005/01/12<br>07:03 |
| 56 | BRS  | S61   | 1858 | product adj label  | US-PGPUB; USPAT           | 2005/01/12<br>07:03 |
| 57 | BRS  | S62   | 580  | S61 and @py<"1999"   | US-PGPUB; USPAT           | 2005/01/12<br>07:03 |

|    | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|------|--|---------------------------|---------------------|
| 58 | BRS  | S63   | 4    | (product adj label) same<br>advertising same (print)   | US-PGPUB; USPAT           | 2005/01/12<br>07:04 |
| 59 | BRS  | S64   | 0    | ("2002/0035507").URPN.   | USPAT                     | 2005/01/12<br>07:06 |
| 60 | BRS  | S65   | 0    | 09/860227  | USPAT                     | 2005/01/12<br>07:09 |
| 61 | BRS  | S66   | 4    | ("6060993" "5960409" "5703564"<br>"5570291").pn.   | USPAT                     | 2005/01/12<br>07:11 |
| 62 | BRS  | S67   | 506  | 705/27.ccls.   | USPAT                     | 2005/01/12<br>07:11 |
| 63 | BRS  | S68   | 159  | S67 and @py<"2000"   | USPAT                     | 2005/01/12<br>07:19 |
| 64 | BRS  | S69   | 25   | S67 and impressions  | USPAT                     | 2005/01/12<br>07:19 |
| 65 | BRS  | S70   | 32   | ("4902020"   "5009429"  <br>"5227874"   "5504675"  <br>"5643088"   "5724424"  <br>"5823879"   "5941772").PN. OR<br>("6036601").URPN.   | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:21 |
| 66 | BRS  | S71   | 13   | ("20010005855"   "20010011226"<br>  "5740549"   "5758067"  <br>"5796952"   "5848396"  <br>"6014638"   "6029195"  <br>"6036601"   "6311194"  <br>"6311232"   "6339761").PN. OR<br>("6513052").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:27 |
| 67 | BRS  | S72   | 46   | advertising same exposure same<br>frequency  | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:32 |

|    | Type | Ref # | Hits  | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|-------|--|---------------------------|---------------------|
| 68 | BRS  | S73   | 5     | "08738634"   | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:33 |
| 69 | BRS  | S74   | 1     | "5948061".pn.  | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:33 |
| 70 | BRS  | S75   | 0     | ("2002/0188550").URPN.   | USPAT                     | 2005/01/12<br>07:35 |
| 71 | BRS  | S76   | 8     | ("4643301" "4717021" "4947989"<br>"5316145" "5544748" "5772028"<br>"5992888" "6092669").pn.  | USPAT                     | 2005/01/12<br>07:39 |
| 72 | BRS  | S77   | 1     | "6092699".pn.  | USPAT                     | 2005/01/12<br>07:39 |
| 73 | BRS  | S78   | 45    | ("1528087"   "1696629"  <br>"3572767"   "3915778"  <br>"4128262"   "4314635"  <br>"4407410"   "4519500"  <br>"4605245"   "4629349"  <br>"4635797").PN. OR<br>("4717021").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/12<br>07:50 |
| 74 | BRS  | S79   | 0     | (print).ti. and advertising and<br>(frequency adj exposure)  | US-PGPUB; USPAT           | 2005/01/12<br>07:51 |
| 75 | BRS  | S80   | 0     | (print).ti. and advertising and<br>(frequency same exposure)   | US-PGPUB; USPAT           | 2005/01/12<br>07:51 |
| 76 | BRS  | S81   | 9     | (media).ti. and advertising and<br>(frequency same exposure)   | US-PGPUB; USPAT           | 2005/01/12<br>07:52 |
| 77 | BRS  | S82   | 16    | ondemand same printing   | US-PGPUB; USPAT           | 2005/01/12<br>07:52 |
| 78 | BRS  | S83   | 10016 | product same labeling  | US-PGPUB; USPAT           | 2005/01/12<br>07:52 |



|    | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|----|------|-------|------|--|---------------------------|---------------------|
| 79 | BRS  | S84   | 532  | product adj labeling   | US-PGPUB; USPAT           | 2005/01/12<br>07:52 |
| 80 | BRS  | S85   | 0    | S84 same custom  | US-PGPUB; USPAT           | 2005/01/12<br>07:53 |
| 81 | BRS  | S86   | 68   | S84 and custom   | US-PGPUB; USPAT           | 2005/01/12<br>07:53 |
| 82 | BRS  | S87   | 13   | cracker adj jack   | US-PGPUB; USPAT           | 2005/01/13<br>07:29 |
| 83 | BRS  | S88   | 2    | S87 and (advertising promotion<br>marketing)   | US-PGPUB; USPAT           | 2005/01/13<br>07:30 |
| 84 | BRS  | S89   | 26   | hidden adj prize   | US-PGPUB; USPAT           | 2005/01/13<br>07:30 |
| 85 | BRS  | S90   | 5    | ("4911320"   "5056659"  <br>"5076433"   "5482158").PN. OR<br>("5785171"   "5957279").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/13<br>07:38 |
| 86 | BRS  | S91   | 60   | fortune adj cookie   | US-PGPUB; USPAT;<br>USOCR | 2005/01/13<br>08:02 |
| 87 | BRS  | S92   | 58   | "16" and coupon  | US-PGPUB; USPAT;<br>USOCR | 2005/01/13<br>08:02 |
| 88 | BRS  | S93   | 1    | ("2003/0088224").URPN.   | USPAT                     | 2005/01/14<br>08:30 |
| 89 | BRS  | S94   | 1    | "5,147,698".pn.  | USPAT                     | 2005/01/14<br>08:31 |
| 90 | BRS  | S95   | 60   | fortune adj cookie   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>08:31 |
| 91 | BRS  | S96   | 16   | S95 and random   | USPAT                     | 2005/01/14<br>08:32 |
| 92 | BRS  | S97   | 29   | S95 and (paper wrapper)  | USPAT                     | 2005/01/14<br>08:32 |

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|------|-------------|-------|--|---------------------------|---------------------|
| 93   | IS&R<br>S98 | 33    | ((("5031645") or ("RE32615") or ("4832057") or ("3695422") or ("5005698") or ("4669611") or ("6206190") or ("3941300") or ("4176148") or ("5988620") or ("5806852") or ("5937037") or ("6036601") or ("6269609") or ("4095396") or ("4939888") or ("5025610") or ("5189863") or ("6415582") or ("20010037624") or ("5706632") or ("5479760") or ("5720157") or ("5113639") or ("4683708") or ("6167326") or ("6708156") or ("20020035507") or ("20020188550") or ("6286005") or ("6721762") or ("5948061") or ("20020100040")).PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>08:42 |
| 94   | BRS<br>S99  | 91541 | (pick\$3 choos\$3 select\$3) near (image icon color advertiss\$5 display logo)   | US-PGPUB; USPAT           | 2005/01/14<br>10:00 |
| 95   | BRS<br>S100 | 7076  | S99 and (advertising marketing promotion reward)   | US-PGPUB; USPAT           | 2005/01/14<br>08:45 |
| 96   | BRS<br>S101 | 1266  | S100 and @py<"1999"  | US-PGPUB; USPAT           | 2005/01/14<br>08:45 |
| 97   | BRS<br>S102 | 118   | S101 and packaging   | US-PGPUB; USPAT           | 2005/01/14<br>11:30 |
| 98   | BRS<br>S103 | 3202  | cigarette and packaging  | US-PGPUB; USPAT           | 2005/01/14<br>09:55 |

|     | Type | Ref # | Hits | Search Text  | DBs             | Time Stamp          |
|-----|------|-------|------|--|-----------------|---------------------|
| 99  | BRS  | S104  | 1838 | S103 and @py<"1999"  | US-PGPUB; USPAT | 2005/01/14<br>09:55 |
| 100 | BRS  | S105  | 21   | S104 and ((unique distinct individual custom) near4 (image icon color text message display))   | US-PGPUB; USPAT | 2005/01/14<br>09:56 |
| 101 | BRS  | S106  | 2601 | (pick\$3 choos\$3 select\$3 elect\$3 print\$3) near3 (unique random distinct) near3 (image icon color advertis\$5 display logo message text) | US-PGPUB; USPAT | 2005/01/14<br>10:02 |
| 102 | BRS  | S107  | 906  | S106 and @py<"2000"  | US-PGPUB; USPAT | 2005/01/14<br>10:02 |
| 103 | BRS  | S108  | 222  | S107 and (advert\$ promot\$ market\$)  | US-PGPUB; USPAT | 2005/01/14<br>10:02 |
| 104 | BRS  | S109  | 175  | S108 and (packag\$ assembl\$ manufact\$)   | US-PGPUB; USPAT | 2005/01/14<br>10:26 |
| 105 | BRS  | S110  | 212  | variable adj information adj (print\$ label\$)   | US-PGPUB; USPAT | 2005/01/14<br>10:27 |
| 106 | BRS  | S111  | 116  | S110 and @py<"2000"  | US-PGPUB; USPAT | 2005/01/14<br>10:27 |

| Type | Ref # | Hits    | Search Text  | DBs                       | Time Stamp          |
|------|-------|---------|--|---------------------------|---------------------|
|      |       |         | ( "3313121"   "3565463"  <br>"4029341"   "4204706"  <br>"4250216"   "4277089"  <br>"4347274"   "4460634"  <br>"4479838"   "4654251"  <br>"4747619"   "4833122"  <br>"4889234"   "4900597"  <br>"4940690"   "4995641"  <br>"5039652").PN. OR<br>("5284689").URPN.   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:31 |
| 107  | BRS   | S112 45 |  |                           |                     |
|      |       |         | ( "1653199"   "3697101"  <br>"3892427"   "3899381"  <br>"3911818"   "3913719"  <br>"3982744"   "3982746"  <br>"3993299"   "3994225"  <br>"4531828"   "4789147"  <br>"4805501"   "4966352"  <br>"4989850"   "5030977"  <br>"5114128"   "5114291"  <br>"5117610"   "5297488"  <br>"5429698"   "5520109").PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:36 |
| 108  | BRS   | S113 23 |  |                           |                     |
|      |       |         | ( "2893310"   "4108067"  <br>"4541337").PN.  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:39 |
| 109  | BRS   | S114 4  |  |                           |                     |
|      |       |         | ( "5297488").URPN.   | USPAT                     | 2005/01/14<br>10:41 |
| 110  | BRS   | S115 5  |  |                           |                     |
|      |       |         | promotional adj labels   | USPAT                     | 2005/01/14<br>10:42 |
| 111  | BRS   | S116 18 |  |                           |                     |

|     | Type | Ref # | Hits | Search Text  | DBs                       | Time Stamp          |
|-----|------|-------|------|--|---------------------------|---------------------|
|     |      |       |      | ( "2880845"   "4487650"  <br>"4500386"   "4714515"  <br>"5058724"   "5326422"  <br>"5403416"   "5415268"  <br>"5495944"   "5605230"  <br>"6066223"   "6237269").PN. OR<br>("6793755").URPN.  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:46 |
| 112 | BRS  | S117  | 13   | ( "0736035"   "1054826"  <br>"1064576"   "1312611"  <br>"1334031"   "1387625"  <br>"1486313"   "2013616"  <br>"2129364"   "2441607"  <br>"2468000"   "2504076"  <br>"2706464"   "2739564"  <br>"2844893"   "2860431"  <br>"2931657"   "2935814"  <br>"2971283"   "3278182"  <br>"3374911"   "3488880"  <br>"3542229"   "3604584"  <br>"3733002"   "3874977"  <br>"3960713"   "4044889"  <br>"4203240"   "4381615"  <br>"4405045"   "4505497"  <br>"4567681"   "4658974"  <br>"4724973"   "4877119"  <br>"5076613"   "5154448"  <br>"5324559"   "5342093"  <br>"5403636"   "5484167"  <br>"5639529"   "5809674"  <br>"5884421"   "5953170").PN. OR<br>("6237269").URPN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:48 |

|     | Type | Ref # | Hits  | Search Text  | DBs                       | Time Stamp          |
|-----|------|-------|-------|--|---------------------------|---------------------|
| 114 | BRS  | S119  | 0     | ("6793755").URPN.  | USPAT                     | 2005/01/14<br>10:51 |
| 115 | BRS  | S120  | 0     | ("6793755").URPN.  | USPAT                     | 2005/01/14<br>10:52 |
| 116 | BRS  | S121  | 13    | ("2880845"   "4487650"  <br>"4500386"   "4714515"  <br>"5058724"   "5326422"  <br>"5403416"   "5415268"  <br>"5495944"   "5605230"  <br>"6066223"   "6237269").PN. | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>10:58 |
| 117 | BRS  | S122  | 9     | custom adj (print\$3) adj label  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:02 |
| 118 | BRS  | S123  | 85772 | package same (variety<br>variations different unique<br>custom distinct)   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:02 |
| 119 | BRS  | S124  | 6640  | package near (variety<br>variations different unique<br>custom distinct)   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:03 |
| 120 | BRS  | S125  | 3423  | package adj(variety variations<br>different unique custom<br>distinct)   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:03 |
| 121 | BRS  | S126  | 530   | package adj (variety variations<br>different unique custom<br>distinct) and label  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:03 |
| 122 | BRS  | S127  | 94    | package adj (variety variations<br>different unique custom<br>distinct) same label   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:11 |
| 123 | BRS  | S128  | 83    | altoids  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:14 |

|     | Type | Ref # | Hits   | Search Text  | DBs                       | Time Stamp          |
|-----|------|-------|--------|--|---------------------------|---------------------|
| 124 | BRS  | S129  | 6310   | (food drug) adj packaging  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:14 |
| 125 | BRS  | S130  | 136    | smirnoff   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:17 |
| 126 | BRS  | S131  | 114823 | (custom unique distinct random)<br>and (bottle label wrapper)  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:17 |
| 127 | BRS  | S132  | 1193   | (custom unique distinct random)<br>adj(bottle label wrapper)   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:17 |
| 128 | BRS  | S133  | 367    | ((custom unique distinct random)<br>adj (bottle label wrapper)) and<br>@py<"2000"  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:18 |
| 129 | BRS  | S134  | 109    | ((custom unique distinct random)<br>adj (bottle label wrapper)) and<br>@py<"2000" and (advertis\$<br>promotion\$ packag\$) | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:25 |
| 130 | BRS  | S135  | 565    | 156/215.ccls.  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:26 |
| 131 | BRS  | S136  | 565    | S135 and py<"2000"   | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:26 |
| 132 | BRS  | S137  | 524    | S135 and @py<"2000"  | US-PGPUB; USPAT;<br>USOCR | 2005/01/14<br>11:26 |
| 133 | BRS  | S138  | 18     | variable adj image adj printing  | US-PGPUB; USPAT           | 2005/01/14<br>11:32 |
| 134 | BRS  | S139  | 130    | (unique distinct custom random)<br>adj (ticket)  | US-PGPUB; USPAT           | 2005/01/14<br>11:32 |
| 135 | BRS  | S140  | 26     | S139 and @py<"2000"  | US-PGPUB; USPAT           | 2005/01/14<br>11:32 |

|   | Document ID     | Title  | Current OR | Inventor                        |
|---|-----------------|--|------------|---------------------------------|
| 1 | US 3695422<br>A | PACKAGED ARTICLES<br>WITH CARRIER INDICIA<br>BEARING FOLDED STRIP  | 206/232    | Tripodi;<br>Peter R.            |
| 2 | US 3770278<br>A | COOKIE GAME  | 273/153R   | Mueller;<br>Irene Elma          |
| 3 | US 3941300<br>A | Folded plastic<br>container with snap<br>lid   | 229/5.5    | Troth;<br>John S.               |
| 4 | US 4095396<br>A | Device for guiding<br>and holding cigarette<br>batches in an<br>apparatus for<br>transferring said<br>batches from a<br>conveyor to a packing<br>machine | 53/234     | Seragnoli;<br>Enzo              |
| 5 | US 4176148<br>A | Method of<br>manufacturing<br>microporous paper-<br>like butene-1 polymer<br>sheets  | 264/41     | Magder;<br>Jules et<br>al.      |
| 6 | US 4669611<br>A | Package group  | 206/442    | Flaherty;<br>Kenneth A.         |
| 7 | US 4683708<br>A | Method and apparatus<br>for wrapping printed<br>sheets   | 53/540     | Linder;<br>Heinz                |
| 8 | US 4797291<br>A | Method of preparing a<br>comestible with<br>insert   | 426/63     | Pierce;<br>William W.<br>et al. |



|    | Document ID     | Title   | Current OR | Inventor                              |
|----|-----------------|---|------------|---------------------------------------|
| 9  | US 4832057<br>A | Manufacture of a smoking article  | 131/73     | Bale;<br>Christophe<br>r R. et<br>al. |
| 10 | US 4939888<br>A | Method for producing a mass distributable printed packet  | 53/411     | Katz;<br>Robert E.<br>et al.          |
| 11 | US 4972329<br>A | System for creating images, in particular dummies for printing advertising documents such as wrappers, labels or the like | 358/1.18   | Breger;<br>Guy                        |
| 12 | US 5005698<br>A | Individually wrapped cigarettes in cigarette pack or box  | 206/257    | Mikhail;<br>Ameer G.                  |
| 13 | US 5025610<br>A | Apparatus and method for selectively packaging magazines  | 53/411     | Graushar;<br>William T.               |
| 14 | US 5031645<br>A | Cigarette premium packaging   | 131/329    | Kim; Ki I.                            |
| 15 | US 5113639<br>A | Selective article wrapping  | 53/466     | Bryson;<br>Robert A.                  |
| 16 | US 5189863<br>A | Video imaging technique used in bagging assembly  | 53/411     | Pozzi;<br>John R.                     |
| 17 | US 5479760<br>A | Clamshell packaging machine and method  | 53/445     | Petrell;<br>Howard C.                 |

|    | Document ID     | Title  | Current OR | Inventor                                  |
|----|-----------------|--|------------|---|
| 18 | US 5636741<br>A | Product package having multiple image viewer   | 206/459.1  | O'Keefe;<br>William R.                    |
| 19 | US 5706632<br>A | Method for obtaining an output stream of mutually different graphic products in a desired order, for instance sorted according to address code, and apparatus for practicing such method | 53/443     | Kivits;<br>Petrus<br>Franciscus<br>et al. |
| 20 | US 5720157<br>A | Automatic order selection system and method of operating   | 53/445     | Ross;<br>Phillip N.                       |
| 21 | US 5785171<br>A | Prize delivery system  | 206/232    | Howes;<br>James P.                        |
| 22 | US 5806852<br>A | Method and apparatus for randomly distributing prize awards  | 273/138.1  | Howes;<br>James P.                        |
| 23 | US 5937037<br>A | Communications system for delivering promotional messages  | 379/88.19  | Kamel;<br>Alexandre<br>P. et al.          |
| 24 | US 5948061<br>A | Method of delivery, targeting, and measuring advertising over networks   | 709/219    | Merriman;<br>Dwight<br>Allen et<br>al.    |

|    | Document ID      | Title   | Current OR | Inventor                          |
|----|------------------|---|------------|-----------------------------------|
| 25 | US 5957279<br>A  | Prize delivery system   | 206/232    | Howes;<br>James P.                |
| 26 | US 5988620<br>A  | Apparatus and method for personalizing printed materials  | 270/1.02   | Graushar;<br>William T.           |
| 27 | US 6036601<br>A  | Method for advertising over a computer network utilizing virtual environments of games                    | 463/42     | Heckel;<br>William                |
| 28 | US 6167326<br>A  | Multi-mailer combining pre-personalized items with items not pre-personalized to produce zip code bundles | 700/223    | Graushar;<br>William T.<br>et al. |
| 29 | US 6206190<br>B1 | Collectible card and can package and method   | 206/457    | Brochhausen;<br>James M.          |
| 30 | US 6269609<br>B1 | Apparatus for selective wrapping of products and a method thereof   | 53/168     | Graushar;<br>William T.<br>et al. |
| 31 | US 6286005<br>B1 | Method and apparatus for analyzing data and advertising optimization                                      | 707/100    | Cannon;<br>Mark E.                |

|    | Document ID       | Title  | Current OR | Inventor                    |
|----|-------------------|--|------------|-----------------------------|
| 32 | US 6415582 B2     | Method of selective wrapping of products   | 53/411     | Graushar; William T. et al. |
| 33 | US 6708156 B1     | System and method for projecting market penetration  | 705/10     | Gonten; Michael Von         |
| 34 | US 6721762 B1     | Method and system for packing a plurality of articles in a container   | 707/104.1  | Levine; Michael C. et al.   |
| 35 | US RE32615 E      | Cigarettes   | 131/361    | Luke; John A.               |
| 36 | US 3370549 A      | Transfer apparatus   | 104/212    | LIVINGSTON RICHARD D        |
| 37 | US 20010037624 A1 | Apparatus for selective wrapping of products and a method thereof  | 53/411     | Graushar, William T. et al. |
| 38 | US 20020035507 A1 | Method and system for ordering, customizing, packaging and coordinating the manufacturing and placement of advertisements on packaging | 705/14     | Singh, Ravneet              |

|    | Document ID             | Title   | Current OR | Inventor                      |
|----|-------------------------|---|------------|-------------------------------|
| 39 | US<br>20020100040<br>A1 | Interactive<br>entertainment                                  | 725/24     | Bull,<br>Stephen M.           |
| 40 | US<br>20020188550<br>A1 | Method for marketing<br>demographic-directed<br>printed media | 705/37     | Swartz,<br>Scott J.<br>et al. |